



Innovation Quotient is a System, a Diagnostic and a Masterclass in Innovation.

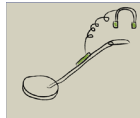
It derives from more than 20 years of detailed observation and experimentation with some of the foremost innovative organisations in the world.

We know that everyone possess enormous potential. We have also observed that, while they excel at parts of the innovation process, some individuals struggle with other parts of it, or at best find them very uncomfortable. Adopting and maintaining a balance between all parts of the process is essential for optimum **Innovation Performance**.

We have invented a system, involving four principal archetypes, defining the key stages in the innovation process. We can determine where your preferences lie and which parts you will tend to focus on at the expense of others. We go further. We show you how to bridge the gaps and smooth the transitions between the different stages.

Archetypes.

Drawing from our own personal experience and from more famous examples we have identified four different personality archetypes who fill vital roles in key stages of the innovation process.

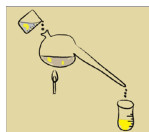


Prospectors : the explorers who discover new territory and delve into the unknown. They take the team into places and discover opportunities that otherwise remain hidden. They provide the vital stimulus which makes the process truly innovative.



Miners : extract valuable ore (in the form of new, exciting ideas) from the stimulus provided by the prospectors.

They are the ideas machine at the heart of the invention process.



Refiners : convert the ore into finished saleable goods. They develop raw ideas into practical, executable form. They are the natural problem solvers of the team, “..what we need to do to make it work is....”



Traders : take the output into the wider world and make sure that it happens. They have a high awareness of the marketplace, build relationships and handle the politics well. The natural diplomats of the team, they are good at building and maintaining rapport and are excellent communicators.

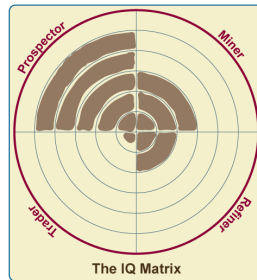
Personal Innovation Quotient



Working under our expert guidance and based on our inputs you will be able to define your own **Personal Innovation Quotient**.

Team Innovation Quotient

Work with us as a team and we can produce an **Innovation Quotient** for your group. We show you strategies and detailed mechanisms to maintain ideal balance in the team and to optimise your **Innovation Performance**.



To find out more about Innovation Quotient. To discover how to go about defining and making use of it, both individually and for your team please contact :

Marian Moriarty or Dave Smith
Inner Business
01409 271 191
admin@innerbusiness.co.uk
www.innerbusiness.co.uk

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